



Kentucky Department of Agriculture News

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KENTUCKY PROUD WELCOMES SAVE-A-LOT

FRANKFORT, Ky. — Kentucky Proud and Save-A-Lot are working together to stock Kentucky farm products in the 102 Save-A-Lot stores across the Commonwealth this summer.

The St. Louis-based grocery store chain plans to sell Kentucky Proud produce, salsa, popcorn, beverages and many other products to its customers. The Kentucky Department of Agriculture is working to bring Save-A-Lot representatives and Kentucky Proud producers together. Save-A-Lot is supporting the campaign with radio and in-store print advertising.

“This is what Kentucky Proud is all about – forging partnerships and helping Kentucky producers find markets for their products,” Agriculture Commissioner Richie Farmer said. “This partnership will help many Kentucky farmers make a living on the farm. It will provide Save-A-Lot customers the opportunity to buy fresh, nutritious, great-tasting Kentucky Proud products and keep their food dollars close to home. And it will be good for Save-A-Lot, too. Everybody wins.”

“Save-A-Lot is proud to carry field-fresh produce in our Kentucky stores. Our customers will now enjoy the freshest produce picked straight from area farms,” said Bill Shaner, CEO and president of Save-A-Lot. “The dollars spent at Save-A-Lot stay close to home with local farmers and growers, as well as with local Save-A-Lot owners. This is a great opportunity to support the communities we serve. Kentucky is an important market for us, and this program offers us and our customers a chance to put dollars back into the local economy.”

Kentucky Proud is the official farm marketing program of Kentucky agriculture. When consumers see the Kentucky Proud logo on a product, they know it was made with care in Kentucky by Kentuckians. The program has grown from a few dozen members four years ago to more than 1,300 farmers, processors, retailers, restaurants, farmers’ markets and Kentucky state parks.

Save-A-Lot operates more than 1,150 stores from Maine to California. It is a wholly owned subsidiary of Supervalu Inc., a Fortune 100 company.

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